

Appln No. 09/923,829

Amdt date August 4, 2005

Reply to Office action of June 13, 2005

REMARKS/ARGUMENTS

Claims 1, 3-7, 9-13, 15-18, and 20-25 are currently pending in this application. No claims have been amended.

Claims 1, 3-7, 9-13, 15-18, and 20-25 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bowman et al. (U.S. Publication No. 2003/0037072) in view of Granik et al. (U.S. Publication No. 2002/0010757). Applicant respectfully traverses this rejection.

The Examiner agrees that "Bowman [sic] et al fail to teach an inventive concept of award[ing] an entry into a sweepstakes." (Office action, p. 3, section 4). However, the Examiner relies on paragraph 0018 of Granik to make up for this deficiency. Paragraph 0018 of Granik states that the rewards awarded to users for performing certain pre-defined user actions include "entry in a sweepstakes."

Applicant's application claims priority to U.S. Patent Application No. 09/707,603, filed on November 7, 2000, which provides support for the limitation that "the particular viewer associated with the particular viewer identifier is awarded an entry into a sweepstakes." (See, e.g. p. 3, lines 20-27; p. 3, lines 3-4; p. 3, lines 9-11; FIG. 2; FIG. 5; Abstract).

Granik was filed on December 1, 2000, which is after Applicant's priority date of November 7, 2000. However, Granik claims the benefit of Provisional Application No. 60/168,877, filed on December 3, 1999. The provisional application, however, does not disclose that users viewing an advertisement are awarded an "entry in a sweepstakes." Thus, Granik does not constitute prior art with respect to this feature. Accordingly,

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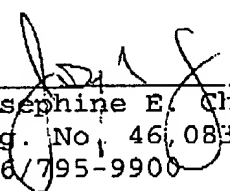
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claims 1, 3-7, 9-13, 15-18, and 20-25 are now in condition for allowance, and an early indication of their allowance is respectfully requested.

Respectfully submitted,

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626/795-9900

JEC/lal

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